

**GOVERNMENT OF ANDHRA PRADESH**  
**A B S T R A C T**

YAT & C (PMU) Department - Tourism Promotion - Professional fees for managing Public Relations and other related activities - Sanction of Rs.3,88,578/- (Rupees Three lakhs eighty eight thousand five hundred and seventy eight only)- Orders -Issued.

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**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.RT.No. 692

Dated: 25.11.2014  
Read the following:-

1. G.O.Rt.No.496, YAT & C (PMU) Department, Dated: 25-06-2013 read with G.O.Rt.No.555, YAT & C (PMU) Department, Dated: 15-07-2013.
2. Govt. letter. No.4430/PMU/ADC/2012, YAT & C (PMU) Department, Dated: 21.08.2013.
3. G.O.Rt.No.498, YAT & C (PMU) Department, Dated: 25-06-2013 read with G.O.Rt.No.678, YAT & C (PMU) Department, Dated: 03-09-2013.
4. G.O.Rt.No.681, YAT & C (PMU) Department, Dated: 03-09-2013.
5. Bills received from M/s. Adfactors Advertising, Mumbai, Dated:21.11.2014.
6. A.P. Reorganization Act, 2014.
7. G.O.Rt.No.2597, Finance (Budget.II) Department, Dated:21.10.2014.

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**O R D E R:**

In the reference 1<sup>st</sup> read above, orders were issued duly empanelling 2 agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad w.e.f. 23-05-2013 with an amount of Rs.93,25,880/- & Rs.77,52,840/- including of all taxes respectively.

2. In the reference 2<sup>nd</sup> read above, the Government was decided to withdraw the "Letter of Award" and informed them the YAT & C (PMU) Department, Government of Andhra Pradesh will settle the accounts and arrange the payments for the services already rendered by the "Empanelled Media & PR Consultants" for a period of two and half (2½ ) months.

3. Accordingly, in the reference 3<sup>rd</sup> and 4<sup>th</sup> read above, Government have sanctioned and released towards professional fees for managing Public Relations and other related activities for the period of two (2) months i.e., 23.05.2013 to 22.06.2013 & 23.06.2013 to 22.07.2013 to M/s. Adfactors Advertising, Mumbai.

4. In the reference 5<sup>th</sup> read above, M/s. Adfactors Advertising, Mumbai has submitted bill for an amount of Rs.10,91,348/- towards for the work done as part of the managing Public Relations of A.P. Tourism and requested to make payment.

5. In the reference 6<sup>th</sup> read above, the A.P. Reorganization bill has been enacted. Accordingly, the A.P. State has bifurcated into A.P.(R) and Telangana State from 02.06.2014.

6. In the reference 7<sup>th</sup> read above, the Finance (Budget.II) Department, have issued orders for claiming the payment of arrear claims and bills prior to the bifurcation of the State i.e. 02.06.2014 (Composite State) the Drawing & Disbursing Officers shall claim and prefer two bills in the population ratio i.e., 58.32% & 41.68% of both States as given below:

"1. AP State Share: - 58.32% of the total bill debitable to the expenditure head concerned.

2. Telangana State Share: - 41.68% of the total bill debitable to the Head of Account MJH-8793-ISS-MNH-129-Telangana."

7. Government, after careful examination of the matter hereby sanction an amount of Rs.3,88,578/- (Rupees Three lakhs eighty eight thousand five hundred and seventy eight only) towards professional fees for a period of half month i.e. 23.07.2013 to 06.08. 2013 for managing Public Relations and other relative activities for A.P. Tourism to M/s. Adfactors Advertising, Mumbai.

8. From the total amount sanctioned at para - 7 above, the share of the State of the A.P.(R) i.e., 58.32% is Rs.2,26,619/- (Rupees Two lakhs twenty six thousand six hundred and nineteen only) and the share of Telangana State i.e., 41.68% is Rs.1,61,959/- (Rupees one lakh sixty one thousand nine hundred and fifty nine only) shall be debited to the following respective head of accounts:

- A. "3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260- Advertisements, sales and publicity expenses".
- B. "MJH-8793-ISS-MNH-129-Telangana"

9. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para-7 above and disburse the same to M/s. Adfactors Advertising, Mumbai through online. The following are bank account details:

Bank name	Standard Chartered Bank
Branch name	M.G. Road, Fort, Mumbai
Account number	2250 6046 075
IFSC code	SCBL 00 36046

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN  
SPECIAL CHIEF SECRETARY TO GOVERNMENT (T)

To  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department,  
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.  
The Accounts Officer, YAT & C (PMU - Claims) Department.  
M/s. Adfactors Advertising, City Hall, Oasis Complex,  
Kamala Mills Compound, Pandurang Budhkar Marg,  
Lower Parel (W), Mumbai - 400 013.  
Sf/Scs.

//FORWARDED :: BY ORDER//

SECTION OFFICER